

Module Title: Problem Solving and Decision Making

Module Code: LCLM 4004

Assessment: Component 2 Report – Green Haven Florist

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Task 1: Overview of Case-study

Green Haven Florists is an independent flower shop located in Norwich, UK. established in 2016 By Liam and Priya Patel. The business built a strong reputation for bespoke floral arrangements, ecofriendly packaging and excellent customer service. However, during the past year, the business has experienced a 30% decline in in-store sales due to reduced footfall, increased online competition and rising operation costs. Although online orders have increased slightly, the outdated website and limited digital marketing have prevented significant growth. Therefore, Green Haven Florists must modernise its operations and improve its online presence to remain competitive (Kotler, Keller and Chernev, 2022).

- **Task 2: Two Proposed Solutions**

(Provide a name) Solution A Proposal

The first proposed solution is to redesign Green Haven Florists website into a modern ecommerce platform that includes online ordering, compatibility for mobile, flower subscription services and flexible delivery options. This should be supported by digital marketing activities such as search engine optimisation (SEO), Facebook and Instagram advertising, and regular social media content. This solution addresses the business's outdated website while increasing its online presence and customer engagement. By improving customer experience and expanding online sales opportunities, Green Haven Florists can attract new customers, increase revenue, and compete more effectively with larger online flower retailers (Chaffey and Ellis-Chadwick, 2022).

(Provide a name) Solution B Proposal

The second solution is to introduce a customer loyalty programme alongside partnership with local businesses, wedding venues, and corporate organisations. Customers could earn rewards through repeat purchases, while businesses could receive discounted floral packages through repeat purchases, while businesses could receive discounted floral packages through long term contracts. Green Haven Florists could also host seasonal workshops and community events to strengthen customer relationships and promote sustainable brand values. This strategy would increase customer retention, generate repeat business, and improve local brand awareness while maintaining the personalised service that differentiates Green Haven Florists from larger competitors (Jobber and Ellis-Chadwich, 2020).

Task 3b) Evaluation Results and Justifications

Based on the Grid Analysis, Solution A: Digital transformation and E-commerce Enhancement is the preferred option because it achieved the highest overall score against the evaluation criteria. The criteria used included costs, impact on sales, ease of implementation, long term sustainability, and competitive advantage. Although solution A requires a higher initial investment than solution B, it offers greater long-term benefits by improving customer experience, increasing online sales and strengthening Green Haven Florists' digital presence. The upgraded website, online ordering system, and digital marketing strategy directly address the key issues identified in the case study, including declining footfall and an outdated website. In comparison, solution B would improve customer loyalty but would not significantly increase online visibility or attract new customers. Therefore, solution A is the most appropriate choice because it supports business growth, improves competitiveness and helps Green Haven Florists adapt to changing consumer shopping behavior (Kotler, Keller and Chernev 2022)

Task 4b) Justifications for the Implementation Plan

The implementation plan has been designed to ensure that the selected solution is introduced in a logical and manageable way, updating the website and e-commerce platform is prioritised because it provides the foundation for online sales and digital marketing activities. Staff training follows to ensure employees can confidently manage the new bespoke system and provide effective customer support. Once the website is operational, digital marketing campaigns and the flower subscriptions service can be launched to attract new customers and increase repeat purchases. Liam and Priya will oversee the project, while external web developers and marketing specialists will provide technical support. Regular progress reviews and performance monitoring will help identify any issues early and ensure the project remains within budget and on schedule. This approach reduces implementation risks, improves resources management and increase the likelihood of successfully improving both online and in store sales. (Chaffey and Ellis- Chadwick, 2022, Kotler, Keller and Chernev. 2022).

Reference List

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